



News **LEAD** er

CHILDHOOD LEAD POISONING PREVENTION PROGRAM
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Missouri Lead Testing Areas

In accordance with Missouri Statutes 701.326 to 701.349, the Department of Health and Senior Services has identified areas in Missouri where children are at greater risk for lead poisoning. These areas are depicted on the lead testing areas map, which can be found on the Childhood Lead Poisoning Prevention web site at www.dhss.state.mo.us/ChildhoodLead.

Risk areas will be re-evaluated annually, and as new data and information is obtained, testing requirements may change in your area. Therefore, each April, please locate the updated map and testing requirements on our website.

A mailing was sent to all licensed childcare providers in the Universal Testing areas explaining the new requirements. Physicians and nurses received the mailing in both testing areas.

Lead Week Campaign 2003

The Lead Poisoning Prevention Week Pizza Box Flyer campaign was a success! Thanks to all of you who participated. During this statewide campaign, lead poisoning prevention advocates were provided with flyers to take to their local pizza retailers and ask them to place the flyers on the top of the pizza boxes. Advocates were also given sample newspaper and radio press releases. Forty-five agencies participated in the campaign with 167 pizza retailers participating. Just think of all the people who were reached!

Keep your eyes open for more lead poisoning education ideas in the spring. Here are great examples of how some of the LPHA's participated in lead week.

McDonald County Health Dept. participated in lead week activities by attending a Halloween parade at a local school. The health department handed out flyers with a free lead test coupon along with Leadosaurus materials to all 200 children. The department is also providing lead training to children and childcare providers.

Pike County Health Dept. took flyers to several businesses (not just pizza franchises) that sell take-out pizza and asked them to attach them to the boxes. They also published a newspaper article in their local newspapers stressing the dangers of lead poisoning and the importance of a blood lead test. Halloween bags containing lead information were given to WIC clients and trick-or-treaters at the health dept. and at the local YMCA.

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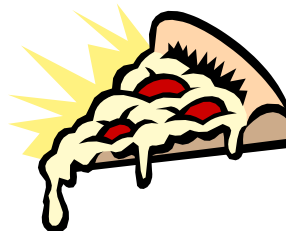
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St. Joseph-Buchanan County Health Dept. manned a booth at an annual pumpkin festival and at their local Wal-Mart. As children entered their booth they became “Lead Detectives” and used a “magic magnifying glass” to find areas of lead hazards and chipping paint on a display board and display house. At the end of the booth children had an opportunity to play “Leadosaurus Lead Wheel”. This game allowed children to spin a wheel and answer questions. All children received a goodie bag filled with lead information.

Springfield-Green County Health Dept. partnered with two local Wal-Mart stores to promote lead week. The greeters at the stores distributed informational flyers and coloring pages. One of their local television stations also picked up the press release and ran a story to kick off the week’s activities. The segment focused on lead hazards in the home and urged parents to have their children tested for lead poisoning.



County in the Spotlight



St. Joseph-Buchanan County Health Dept. “Healthy Homes Lead Reduction Program”

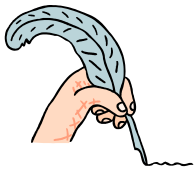
We are excited to share information about our Healthy Homes Lead Reduction Program, an initiative to reduce the incidence of childhood lead poisoning in our community. Since 80% of the homes in St. Joseph were built prior to 1978, it is estimated that 12-18% of all children in St. Joseph may have elevated blood lead levels.

This is a unique partnership program between the city’s Planning and Community Development Department and the St Joseph-Buchanan County Health Department. We will be utilizing \$200,000 from the Community Development Block Grant funds to address this serious health issue to children.

As a top priority, we will be targeting households with children under six years of age. When a child is identified with an elevated blood lead level, a licensed Risk Assessor will perform an EBL investigation to identify the lead hazards. For owner-occupied dwellings the remediation funds will be provided as a grant. Financial considerations are gauged by the total gross income of all persons that reside within the household. For rental housing, remediation funds will be provided as low-interest loans to the property owner. Following HUD guidelines, an abatement supervisor licensed by the state of Missouri will complete the remediation. If additional work is needed beyond the lead hazards, the family will be referred to the Community Development Rehab Program.

Relocation of families to the city’s Lead Safe House will be provided at no cost to the occupants if determined necessary during the remediation process. This apartment is available for families who have no other place to reside during remediation or chelation therapy. It has been utilized for the past three years. Eligibility is determined by income and all utilities are paid by the city for the time that they need to be relocated. Also, free Lead Buster kits are distributed to these families along with written instructions to assist with safe cleaning.

It is the hope of both departments that this collaborative effort will greatly reduce the incidence of childhood lead poisoning in our community and help our children to grow up healthy and happy.



Successful Public Outreach:

Key Messages

After identifying your target audience (as discussed in the last newsletter) it is time to choose a key message. Key messages are what you want people to remember. They are the main point of a campaign, fact sheet, or public service announcement.

When developing key messages, they need to be concise, easy-to-understand, accurate, and most importantly, absent of jargon. Key messages should be tested for effectiveness. Sometimes just a few words or a slight shift in tone can make the difference between an effective key message and one that is ignored.

The consistency of a key message helps to reinforce it. If a parent of a lead-poisoned child hears the same message from the radio, the pediatrician, and the child's school, they are more likely to pay attention to it than if they get pieces of conflicting information.

Following are examples of childhood lead poisoning prevention key messages that have worked in a wide range of circumstances, regardless of the gender, cultural background or level of awareness of the audience.

■ **Protect your family.**

This key message appeals to parents' protective instincts. Having their child tested for lead poisoning can be associated with other things that parents do for their children, such as locking away matches and using seat belts. This may be the best way to reach men who view themselves as head of the household.

■ **Lead exposure can make children sick.**

Here the focus is on the health of the child. Some people may not know that exposure to lead is harmful to children's health. People respond best to information about specific health effects, such as lead poisoning, rather than broad generalizations. Make the assumption in your message that, once parents know their child is at risk, they will want to do something about it.

■ **Be alert! Lead can hurt!**

This easy-to-read message may be geared toward children when teaching lead prevention techniques such as to eat healthy foods or to never to put their hands or toys into their mouths. This message also focuses on the health of a child.

MOHSAIC

While DHSS currently uses CDC's STELLAR (Systematic Tracking of Elevated Lead Levels & Remediation) software for collection of lead testing and follow-up data for children under the age of 72 months, a new lead surveillance system, MOHSAIC, is currently being tested. Highlights of the MOHSAIC (Missouri Health Strategic Architectures and Information Cooperative) system include:

- A. Access through the intranet for sites that have limited Internet access.
- B. Ability to review case and environmental status at a glance.
- C. Access to Medicaid/managed care status including plan names and dates enrolled.
Provides grant/ CDC-mandated component to determine the number of Medicaid children tested.
- D. Search feature by name, DCN, or social security number.

Once implemented as a lead component, lead program managers and healthcare providers, including local health agencies, will be able to identify which children have been tested, those that need testing, and assure follow-up for those that have had an elevated blood lead level. This information will be available statewide, whether the child moves from one area of the state to another.

This & That

Staff Updates

Some of you may have noticed a change in my name as I have recently gotten married. Please update your address and email books from Frazee to Crafton. My new email address is Craftk@dhss.mo.gov.

Carol Steinman is no longer with the Childhood Lead Program; she now works for the DHSS WIC program. We were sorry to see her go. The rest of the Childhood Lead Program staff will be glad to help you with any questions. You can reach us at 573-526-4911 or by email.

Susan Thomas ThomaS@dhss.mo.gov General program information

Maggie Buckland BucklM@dhss.mo.gov Nursing/clinical

Kim Crafton CraftK@dhss.mo.gov Education/Leadosaurus

Patty Osman OsmanP@dhss.mo.gov STELLAR database

Brandon Rekus RekusB@dhss.mo.gov Environmental issues

Lead Poisoning Vocab To Know

1. Lead Hazard: Any form of lead that could potentially cause an elevated blood lead level, including lead-contaminated dust, lead-contaminated soil, and lead-contaminated paint.

2. Case Management: The current model of Case Management contains the following elements: Client identification and outreach, individual assessment and diagnosis, service planning and resource identification, assisting the client to link with needed services, service coordination and implementation, monitoring of service delivery, advocacy, and evaluation. It requires the combined efforts of a team of individuals, including of the child's caregivers. Maintaining open and ongoing communication with the child's caregivers and providers is an important part of effective case management.



3. Work Practice Standards: Requirements or standards that ensure that lead-bearing substance abatement activities are conducted reliably, effectively, and safely.

New Website

The Division of Environmental Health and Communicable Disease Prevention has a new website, <http://www.dhss.state.mo.us/ehcdp/>. The website includes links to each of the division's environmental programs. The first page of the website is a "Hot Topics" page. This page is updated frequently with upcoming meetings or conferences and topics that are important to know about at a given time, such as influenza information during the winter months.

The Next Issue

Tell us what you are doing. If you would like your health department or organization to be featured in the next issue of NewsLEADER, please send your articles to:

Kim Crafton, DHSS, 930 Wildwood Dr, Jefferson City, MO 65102

Email Craftk@dhss.mo.govT, phone 573-526-4911, or fax 573-526-6946.



Missouri Department of Health and Senior Services Childhood Lead Poisoning Prevention